



ProTrial at Independent Convenience Stores

Proforma has testing access to the independent convenience channel

Until now, it has been difficult or impossible to conduct in-store research in the independent convenience channel.

ProTrial is a matched panel in-store testing service that enables you to evaluate your new retail strategies in real stores.

ProTrial can help prepare budgets for new retail concepts, convince management to buy-in and convince retailers to change. It can be used to launch your new products or test strategies in the independent convenience channel.

ProTrial can also be used to analyze sales potential and incremental sales, profitability improvement, weighted percent change and cannibalization.

ProTrial conducted at Independent convenience stores can test the effectiveness of:

- Packaging
- Display formats
- Pricing strategies
- Product listings
- Line extensions
- Promotions
- Planograms
- Space allocations
- POP formats
- Media campaigns





Typical Experimental Design

For the Independent Convenience Channel:

BASE PERIOD

TEST PERIOD-1

TEST PERIOD-2

Panel 1: 10 Control Stores – No Changes to the Category:

No Changes

No Changes

No Changes

Panel 2: 10 Test Stores – Test Variables:

No Changes

Introduce Test Variable

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Survey *

Survey *

4 Weeks

4 Weeks

4 Weeks

* **ProSurvey** is a useful consumer survey service that can determine customers' attitudes, awareness and opinions of test variables in the field.

Custom-designed information systems and custom retail data collection procedures are available.

We would like the opportunity to discuss our services as well as present case studies of our past successes.

For more information or to set up an appointment, please call

Jennifer Mitrovich at 905. 858.5000 ext. 225.

